

Appln. No.: 09/783,899
Amendment Dated: August 5, 2004
Reply to Office Action of: May 5, 2004

MTS-3244US

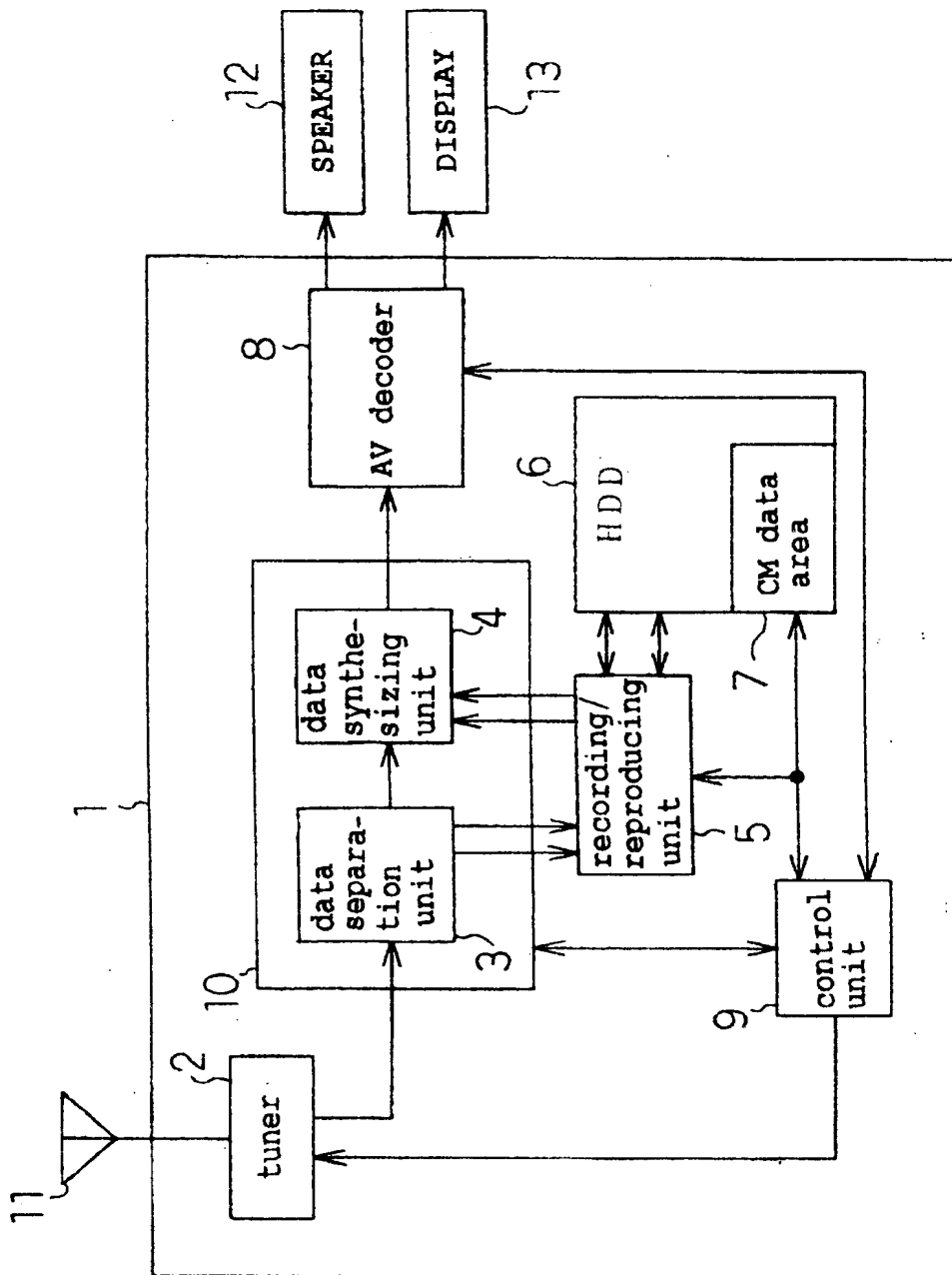
Amendments to the Drawings:

The attached sheets of drawings are formal drawings, as requested.

Attachment



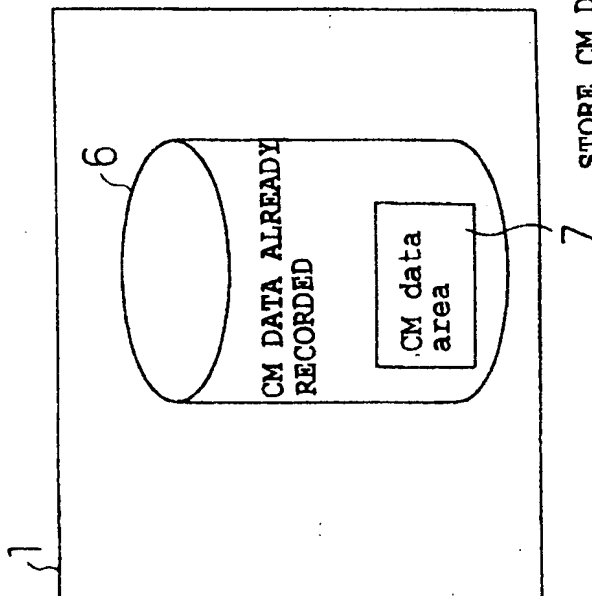
Fig. 1



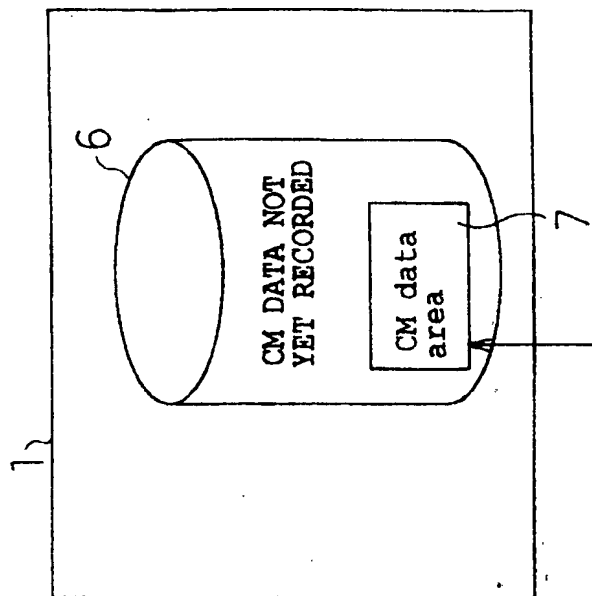


Inventor: Shouichi Gotoh, et al.
ADVERTISEMENT DATA SUPPLYING METHOD,
ADVERTISEMENT DATA REPRODUCING APPARATUS, ET AL.
Atty. Docket No. MTS-3244US; Customer No. 23122

F i g . 2(a)



F i g . 2(b)



STORE CM DATA
VIA BROADCASTING, ETC.,
AFTER PURCHASE

Fig. 3

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 ADVERTISEMENT DATA SUPPLYING METHOD,
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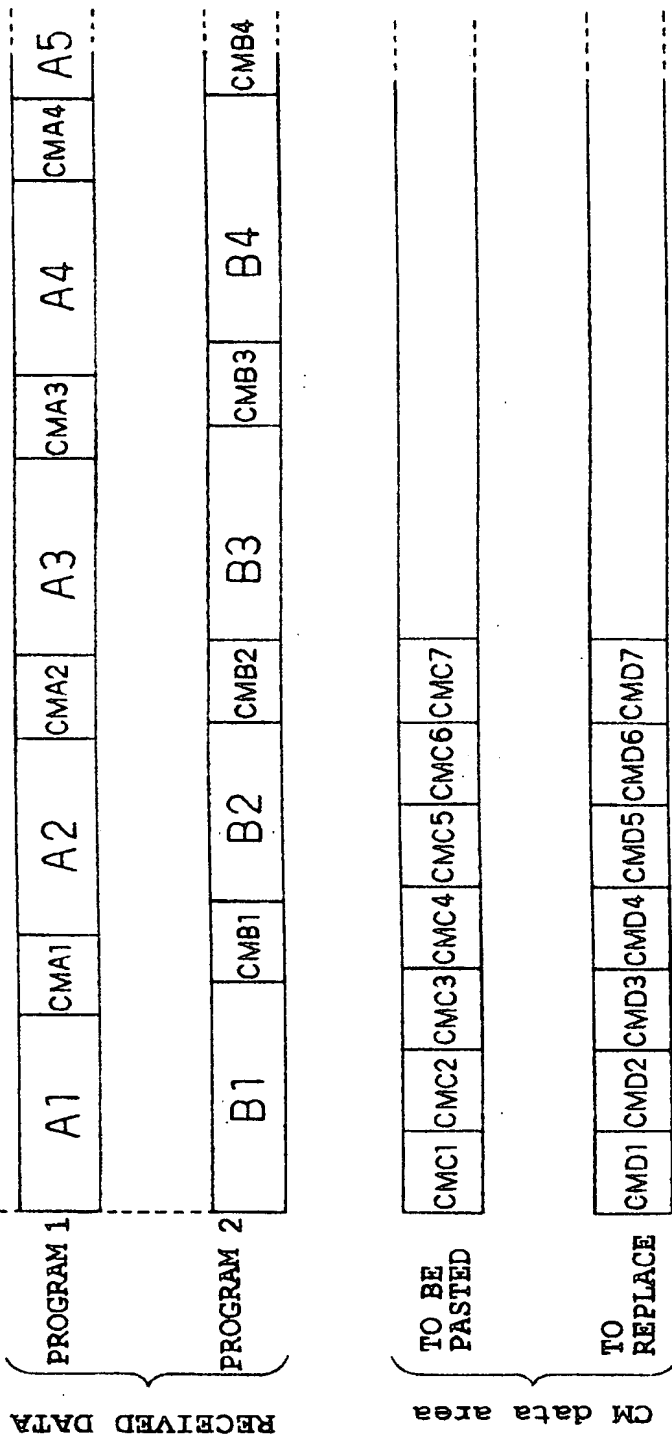
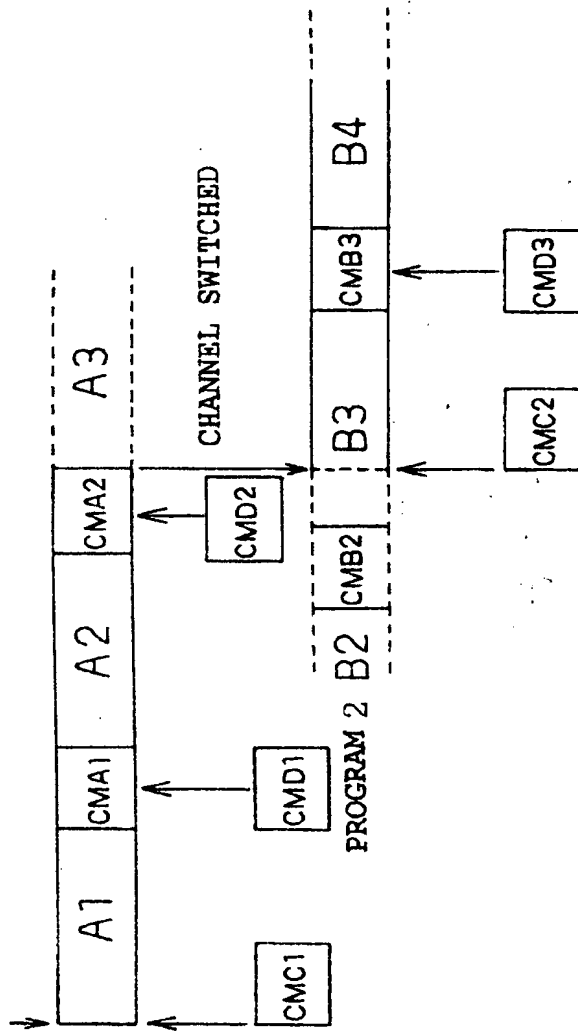


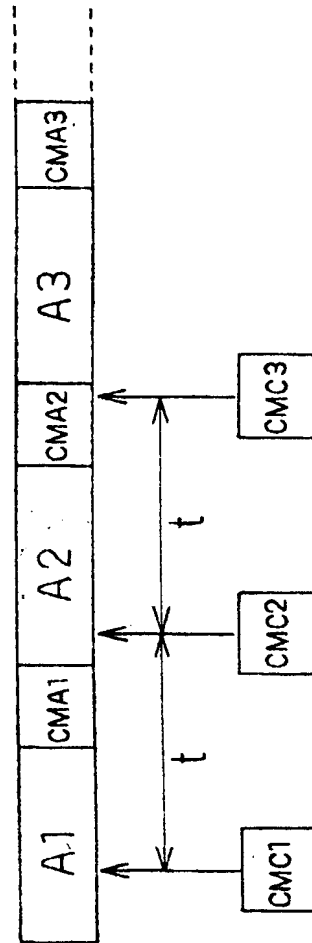
Fig. 4

TV SET TURNED ON

(a) PROGRAM 1



(b) PROGRAM 1





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F i g . 5

MONITOR

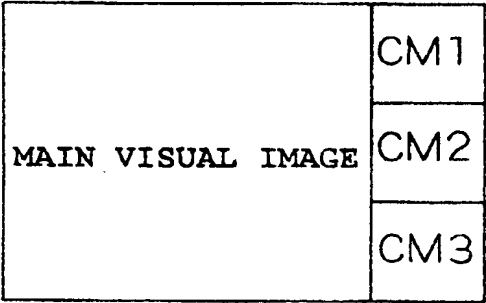


Fig. 6

HDD STORAGE DATA PROGRAM DATA

A1	A2	A3	CMA1	A4	A5
----	----	----	------	----	----

TO BE PASTED

CM DATA

CMC1	CMC2	CMC3	CMC4	CMC5	CMC6	CMC7
------	------	------	------	------	------	------

TO REPLACE OR TO BE INSERTED

CMD1	CMD2	CMD3	CMD4	CMD5	CMD6
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Fig. 7

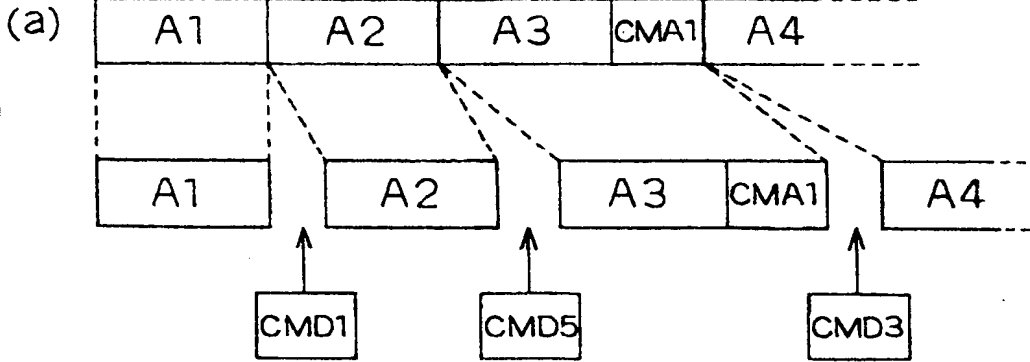
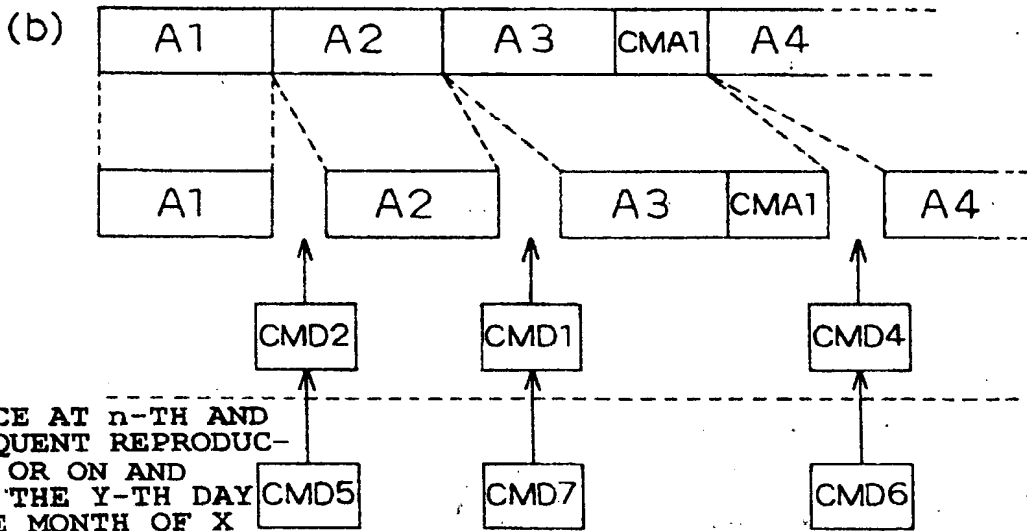


Fig. 7



REPLACE AT n-TH AND
 SUBSEQUENT REPRODUC-
 TIONS OR ON AND
 AFTER THE Y-TH DAY
 IN THE MONTH OF X

Fig. 7

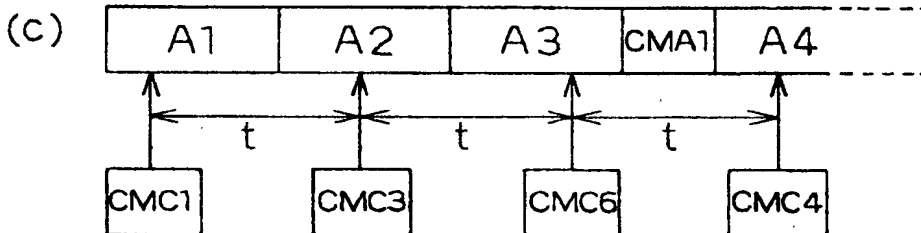
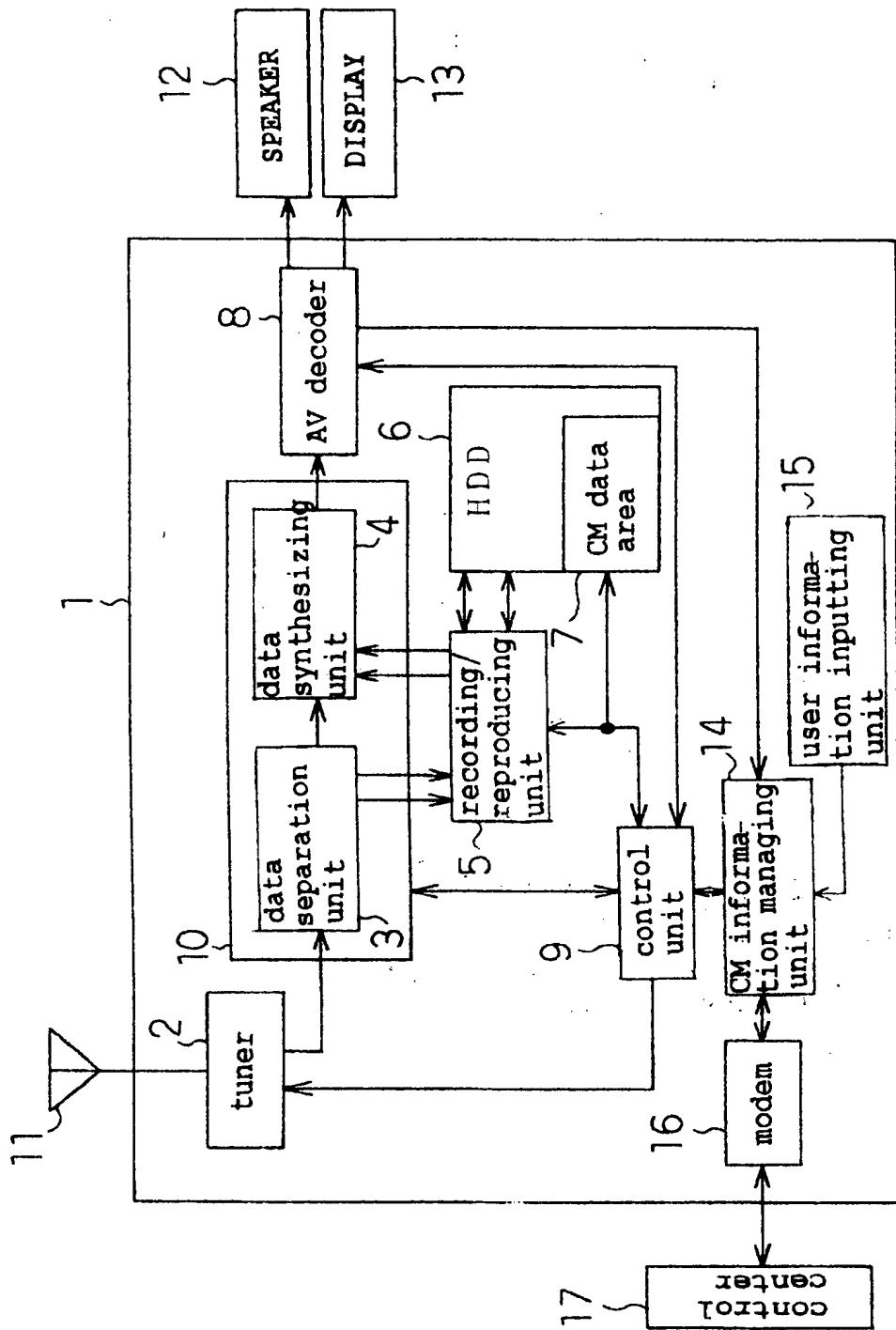




Fig. 8





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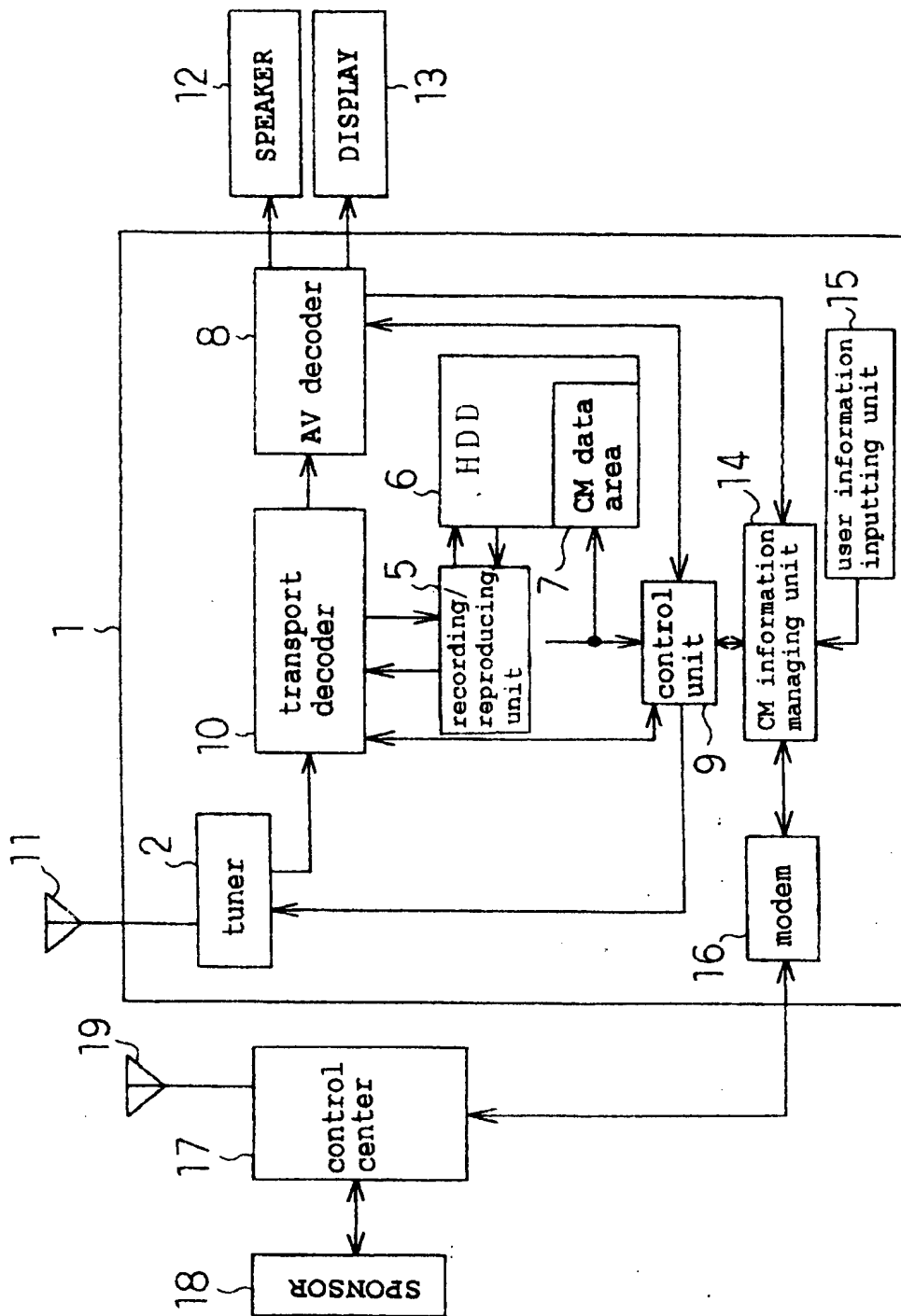


Fig. 9